

MILLIONS OF EASTERNERS WILL BE INVITED TO VISIT OREGON



WHAT TO SEE AND DO IN OREGON

MOTOR over the Columbia river highway, America's most picturesque drive.

Fish for royal chinook salmon, king of fish, at the foot of the falls at Oregon City, the world's finest fishing grounds.

Fish for trout in the Deschutes, the McKenzie, the Necanicum, the Rogue and the dozens of other trout streams of Oregon.

Visit Crater Lake, Oregon's most unique pool perched on top of a mountain surrounded by snow peaks and rugged hills.

Inspect the "marble halls" of Josephine county, surpassing the mammoth caves of Kentucky in labyrinthine caverns and mineralogical formations.

Climb Mount Hood, Mount Jefferson, the Three Sisters, finding sport not surpassed in the Swiss Alps; skis and snowshoes, glaciers, moraines and boiling springs provide unrivalled outdoor enjoyment.

Camp in the woods on the shoulder of the Cascade mountains or of the Coast range, where "big game" still roams and nature bubbles over in primitive ruggedness.

Ride by boat from Portland to the upper reaches of the Columbia, America's most scenic waterway.

Frolic on the Oregon beaches, Clatsop, Cannon, Tillamook, New-

port, Coos Bay—great beaches of hard sand lashed by the tossing surf, where in tents or cottages one may rest and by night join the throngs about great snapping fires of driftwood kindled on the shore.

Pitch tent on the shores of Ten-Mile or others of the chain of inland fresh-water lakes near Coos Bay, where motor launches and bark canoes afford easy transit among countless estuaries and bays.

Inspect the great salmon industry along the Columbia river, the fish wheels, nets and canneries where millions of pounds of fish are prepared for the world's table.

Take horse or stage along Oregon's picturesque mountain roads and trails for outings of from one day to three weeks.

Visit some of the dozens of logging camps, where giants of the forest are felled, snaked to stream or railroad and boomed or hauled to the mills, where they are manufactured into the lumber which builds the world's homes.

Ride the range with buckaroos of the great cow country of eastern Oregon, where the purple-tinted rimrock at sunset blends into the ever-changing blue of the sky and the brown-green of sage and grasswood.

Inspect the great irrigation projects of central, eastern and southern Oregon, where man has reclaimed thousands of acres from the desert and made the beginnings for new homes and new people.

LETTER-WRITING WEEK WILL BE OBSERVED

Thousands of Invitations Will Go from Salem Next Week

By proclamation of the governor, next week will be known in Oregon as letter writing week, and the business men, as well as all citizens who have the interest at heart, will participate. It is for all.

As a result of this letter writing week, the attention of the whole country will be focused on Oregon, its scenic grandeur and the advantages it has to offer to tourists.

The invitation to visit Oregon next summer will be extended by the citizens of Salem, as well as all other towns in the state, to friends, acquaintances and business associates, and these invitations will state just why Oregon is to be preferred to any other section of the country for summer visiting.

With every citizen, and even the children doing their duty, it is hoped that thousands of tourists who take an annual vacation will have their attention directed towards the state. As travelers out to enjoy a summer's vacation, they are invited to come.

Besides the amount of money that will be left in the state, every tourist that comes to Oregon will return to his home with words of praise, for nowhere in this country can be found such beautiful summers, nor a more beautiful country than the Willamette valley.

As tourists also will come those who expect to eventually locate in some section of the west. During their visit here they will learn of the resources of the state and its wonderful climate, all of which will eventually bring to those who are financially able to assist us in developing our resources.

Plans for Salem.

First, write your letters early in the week. Do not put off this writing until the middle or latter part of the week. Begin Monday, and with the Monday letters written, begin again Tuesday and talk up a lot more interesting things about Oregon and this part of the Willamette valley in particular.

Caution. Do not mail your letters at the postoffice or in a letter box. Ar-

rangements have been made by which you can drop your letter into the office of the Portland Railway, Light and Power Co. from Commercial street.

If you want to attract special attention to your letter, get one of the Columbia Highway poster stamps and place on envelope. Each of these poster stamps is really a work of art and tells more than words of the finest highway in the country. They cost but half a cent each at the office of the Portland Railway, Light and Power Co.'s office. Anyhow, every one should send at least ten letters and the business houses from 50 to 100 each.

The following three letters, written by the committee of which the Rev. R. S. Gill is chairman, are samples of what might be written:

LETTER NO. 1.

Dear _____:

Almost every year, in obedience to the wholesome law which imperiously demands a change for tired mind and body, you go somewhere to relax, do you not? May I take the liberty of suggesting Oregon for this year?

I am going to say nothing of Oregon's "unexcelled climate" or "unexampled scenic beauties," because I know you would recognize that sort of talk as "press-agent" or "stone-age stuff." But Oregon would be really new to you, and there are many things here of more than usual attraction. We believe we have one of the finest motor rides in the country in the famous Columbia River Highway, for instance.

And certainly Crater Lake—a curious sheet of water lifted high in the Cascades, in the mouth of an extinct volcano—is one of the world's wonders. The federal government in recognition of this has designated the surrounding region as a national park. And these are but examples of a long list with which I might furnish you.

Please do not dismiss the matter hastily; but ask us for additional information—even if you think the chance of your coming to Oregon this year is remote. Oregon seeks to make known its various charms, as we Oregonians believe that the traveler, out for relaxation and recreation, will learn to love her as we do.

May I not hope to hear from you further on the matter?

Yours truly,

For those who are too busy to write or have not the inclination, a public stenographer has been employed. She will be in the front office of the Portland Railway, Light and Power company's office, corner of State and Commercial streets, and will have on hand multigraphed copies of the above three letters, which she will fill out with the names and addresses.

Now, just to help the stenographer, write the names of addresses to whom you wish to write, and the number of the above letters. Bring the list to the stenographer and pay her the sum of five cents for each letter. Sign as many of the multigraphed letters as you have paid for, and there you are. Nothing else to do. She will stamp the letter and place on the envelope one of those beautiful colored poster stamps of the Columbia highway.

Those wishing to have letters writ-

ten on their own stationery should bring it to the stenographer, along with the list of names.

Don't forget that list of names and after each, the number stating whether you want form letter one, two or three.

Friday, January 21, is moving picture day. It is important that all letters be mailed at headquarters before 11 o'clock Friday morning. The big stack of letters being taken to the post office will be filled by the Pathé news service. Portland will have a moving picture taken, and it behooves Salem to get in line.

A parade will be formed of Cherrins, business men and school children carrying the stacks of letters to the postoffice. Right here is a chance to be seen in a real moving picture. The governor of Oregon, mayor of the city and other officials, state and city, will assist in conveying the letters. If any one wants to, be on hand about 11:15 Friday morning, get in the parade and also the moving picture. Millions will see it next week, and perhaps friends

LETTER NO. 2.

Dear _____:

All over Oregon this week, people of our State are writing to friends and acquaintances in the East, in the attempt to establish a friendly feeling for our section, as a mighty fine place in which to spend this year's summer holidays. It occurred to me in this connection, that you might look with favor on coming out this way for your vacation, if I took the liberty of calling it to your attention.

Oregon will take great pleasure in seeing you, and I feel sure you will take great pleasure in seeing Oregon. The summer months, which are the dog-days elsewhere in the universe, are the glory days with us.

It is curious to my mind that the traveler, touring for pleasure, so seldom comes to Oregon. The state has many attractions in the way of fine scenery, and the sports of road, field and stream.

Many easterners who passed through on the way from the Fair last year, expressed surprise and pleasure at what they found here, and urged us to make Oregon more generally known as a Mecca for holiday seekers.

Won't you come out and look us over? Please ask me for additional information.

Yours truly,

LETTER NO. 3.

Dear _____:

In casting about in your mind for a new place in which to spend this summer vacation period, I wonder if you ever thought of Oregon. Probably not, as Oregon has never boosted herself into public notice in this regard. May I not suggest Oregon for this year?

Almost anything in the way of entertainment your taste suggests can be satisfied in Oregon. Mountains or seashore, motoring or boating, rod and gun, scenery or sport, climate or freedom from insect pests—Oregon has all the facilities.

Then again it would all be new to you. Oregon is decidedly "different." The Golden West does not take its name solely from the shiny metal dug from the earth. The West is golden in quite another manner—the gold of good feeling, and the gold of feeling good.

Possibly we Oregonians are over-enthusiastic, but can you blame us? Come and see for yourself. I shall deem it a pleasure to be the means of supplying you with further information, should you desire it. Let me hear from you anyway.

Yours truly,

FARMER BADLY CUT

A broken stamp puller was the cause of R. L. Flint getting a gash several inches long cut in his head by a flying hook Tuesday morning of this week.

The injured man was brought to Stayton where Dr. Beauchamp had to put in nine stitches in Mr. Flint's head.

—Stayton Mail.

COOS BAY LUMBER SHIP PAYS OWNERS GOOD PROFIT

Marshfield, Or., Jan. 15.—In 12 months the steam schooner Adeline Smith, which plies between Coos Bay and San Francisco for the C. A. Smith Lumber Company, carried 161,000,000 feet of lumber and traveled more than 53,000 miles. This passes her record of 88,000,000 feet for 1914. The present price of lumber shipping is \$5 a thousand from here to San Francisco. Had the vessel operated the entire year at this rate she would have earned \$305,000 or paid for herself twice.

A "TRULY HUMAN DOCUMENT"

Zurich, Jan. 6.—(By Mail)—What was termed by Swiss officials "truly a human document," was "bared" by secret service agents in the arrest of a woman, an alleged Austrian spy, whose back was covered with indelible writing—military secrets. The Swiss agents are also reported to have arrested another woman with a "broken arm." The case, removed, revealed a perfectly good arm bandaged with military documents.

COMMERCIAL CLUB MEETS

The Stahlinity Commercial club had a good turnout Tuesday night, and many interesting remarks were made by the members.

Stayton sent a delegation which would have been much larger if it had not been that nearly everyone has a bad cold or the grippe. Those present from Stayton were: W. P. Kleber, J. W. Mayo, S. L. Stewart and S. H. Holtzel.—Stayton Mail.

WHERE THE WEST BEGINS

Out where the hand-asp's a little stronger,
Out where the smile dwells a little longer,
That's where the West begins,
Out where the sun's a little brighter,
Where the snow that falls is a trifle whiter,
Where the bonds of home are a wee bit tighter,
That's where the West begins.

Out where the skies are a trifle bluer,
Out where friendship's a little truer,
That's where the West begins,
Out where a fresher breeze is blowing,
Where there is laughter in every streamlet flowing,
Where there's more of reaping and less of sowing,
That's where the West begins.

Out where the world is in the making,
Where fewer hearts with despair are aching,
That's where the West begins,
Where there is more of singing and less of sighing,
Where there is more of giving and less of buying,
And a man makes friends without half trying—
That's where the West begins.
—Arthur Capman.

FRUIT PACKERS SEND OUT LETTERS

They Will Address Invitations To Many of Their Eastern Customers

H. S. Gile & Co. are getting into the letter writing week spirit and will mail 300 letters to personal and business friends. The letter tells of the many attractions that Oregon has to offer and has a personal appeal that is sure to at least have the effect of interesting the party to whom the letter is addressed.

The letter in full is as follows:

Dear Sir:

Permit me to take the liberty at this early date in the New Year to write you a letter solely for the purpose of inviting you to spend your next summer's vacation in Oregon—why not? The luxurious trains will land you in Portland in a few short days. The trip itself, as you know, is restful and it you have laid aside for a short time your active business interests you will be ready to enjoy the scenic beauties of this great new west.

You need not even be deprived of your morning service of Oregon prune or your dinner service of Pheasant Logansberry Juice while en route. You will find them served on all of these excellent dining car systems and you will find the best train service of all west of Chicago.

We are just awakening in Oregon to the fact that aside from our wonderfully agreeable summer climate which is neither too hot nor too cold, that we also have right at our doors the most wonderful scenery in all the world. The Columbia trip from The Dalles to Astoria—where can you beat it or where can you match it? The new Columbia river highway up and down the river from Portland now finished and to be dedicated next summer, is declared by many travelers to be unmatched anywhere. The June Rose Festival at Portland is worth in itself a trip across the continent. Oregon's snow-capped mountain peaks, great fir forests, tumbling mountain streams and sea beaches, some of them unspoiled by attempted improvements, an automobile trip through the Willamette valley, the great garden spot of America would interest you because of its agricultural and dairy farms, its orchards of cherries, prunes, loganberries, hops, etc., the entire valley hemmed in on either side by the Cascade and the Coast Range mountains.

If you desire to taste real rough western life, take a pack horse trip up the North Umpqua through the virgin forest from Roseburg to Crater Lake. Deer, wild game, and trout abound during the entire trip or you can take the Crater Lake trip comfortably by automobile from Grants Pass, Medford, or Ashland in a few hours. You will enjoy taking from the unmeasured blue depths of this great natural wonder some of the myriads of fine trout which it contains.

Let us know early that you plan to come to Oregon for your vacation next summer and permit us to have some little part in making your pleasure complete while here. If you will leave business in New York and spend thirty to fifty days out here we will promise you the most refreshing and enjoyable summer vacation of your life.

Yours very truly,
H. S. GILE & CO.

Well Attended Meeting of Salem Grange

Despite the unfavorable weather, the meeting of Salem Grange at Ryan's hall Friday was well attended. Wortley master J. A. Sellwood was in the chair, while the installation of the 1916 officers was in charge of Mrs. Henry Fletcher.

Mrs. Zella Fletcher was honored for the nineteenth time by her election and installation as secretary of the lodge. She was first elected secretary in January, 1897 and has continuously held the office.

Officers installed Friday by county deputy Mrs. Henry Fletcher, assisted by Mrs. A. V. Davidson, were as follows:

Worthy Master—Mr. Birdsell.
Worthy Overseer—Mr. Taylor.
Worthy Secretary and Treasurer—Mrs. Zella Fletcher.
Steward—Mr. McDonald.
Lady Assistant Steward—Mrs. S. Chapman.
Chaplain—Mrs. J. A. Sellwood.
Ponoma—Mrs. Townsend.
Kate Keeper—J. A. Sellwood.
Mrs. A. V. Davidson was appointed publicity agent and press correspondent.

Robert Paulus, manager of the Salem Fruit Union, was elected a member of the Salem Grange. Now that the Grange is growing in membership, the present quarters have been found inadequate, and a committee was appointed to secure another hall for the regular meetings.

Ponoma Grange will meet at Turner next Wednesday, and the weather permitting, members from the granges all through the county will be present.

Simpson Interests Sold, Says Report

Marshfield, Or., Jan. 14.—It is reported that Phillip and Henry Buchner have closed a deal for the purchase of the Simpson Lumber company property and are also negotiating for timber owned by the Menasha Woodwards company, timber said to be the sections which alternate with Simpson timber. The amount involved is said to be in the neighborhood of a million dollars.

The A. E. Adlesberger Cruising company has bought three tracts of timber near Myrtle Point, from T. D. Land and another tract from Hayes Brothers. F. E. Conway and Dennis McCarty are said to be negotiating a timber deal involving a large amount.

JERKED BY HAYFORK

Roy Nendel, son of Wm. Nendel, of this city, was hoisted into the air with a hay fork stuck under his knee-cap last Friday while helping unload hay at his father's barn in this city.

The team on the hay rope pulled the young man several feet toward the roof before they could be stopped. The laceration was very painful and Dr. Beauchamp had to take several stitches before the wound could be closed. Young Nendel is confined to his bed.—Stayton Mail.

FRUIT PACKERS SEND OUT LETTERS

They Will Address Invitations To Many of Their Eastern Customers

H. S. Gile & Co. are getting into the letter writing week spirit and will mail 300 letters to personal and business friends. The letter tells of the many attractions that Oregon has to offer and has a personal appeal that is sure to at least have the effect of interesting the party to whom the letter is addressed.

The letter in full is as follows:

Dear Sir:

Permit me to take the liberty at this early date in the New Year to write you a letter solely for the purpose of inviting you to spend your next summer's vacation in Oregon—why not? The luxurious trains will land you in Portland in a few short days. The trip itself, as you know, is restful and it you have laid aside for a short time your active business interests you will be ready to enjoy the scenic beauties of this great new west.

You need not even be deprived of your morning service of Oregon prune or your dinner service of Pheasant Logansberry Juice while en route. You will find them served on all of these excellent dining car systems and you will find the best train service of all west of Chicago.

We are just awakening in Oregon to the fact that aside from our wonderfully agreeable summer climate which is neither too hot nor too cold, that we also have right at our doors the most wonderful scenery in all the world. The Columbia trip from The Dalles to Astoria—where can you beat it or where can you match it? The new Columbia river highway up and down the river from Portland now finished and to be dedicated next summer, is declared by many travelers to be unmatched anywhere. The June Rose Festival at Portland is worth in itself a trip across the continent. Oregon's snow-capped mountain peaks, great fir forests, tumbling mountain streams and sea beaches, some of them unspoiled by attempted improvements, an automobile trip through the Willamette valley, the great garden spot of America would interest you because of its agricultural and dairy farms, its orchards of cherries, prunes, loganberries, hops, etc., the entire valley hemmed in on either side by the Cascade and the Coast Range mountains.

If you desire to taste real rough western life, take a pack horse trip up the North Umpqua through the virgin forest from Roseburg to Crater Lake. Deer, wild game, and trout abound during the entire trip or you can take the Crater Lake trip comfortably by automobile from Grants Pass, Medford, or Ashland in a few hours. You will enjoy taking from the unmeasured blue depths of this great natural wonder some of the myriads of fine trout which it contains.

Let us know early that you plan to come to Oregon for your vacation next summer and permit us to have some little part in making your pleasure complete while here. If you will leave business in New York and spend thirty to fifty days out here we will promise you the most refreshing and enjoyable summer vacation of your life.

Yours very truly,
H. S. GILE & CO.